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New Education Program Proposal

Audience Analysis

Program Title:

Program Area:

Target Audience:

Certificate Course?

Evidence of Need or Interest:

Expected Enrollment/Business Plan (see budget worksheet for detail):

- Minimum/Break Even:
- Maximum:
- Proposed Fee:
- Break Even Revenue:
- Estimated Expenses:

Conceptual Design

Goal(s):

Big Idea (What is the takeaway message in a single sentence):

Prerequisite Knowledge (What prior knowledge, equipment, or experience is important to the success of the program?)

What will participants be able to **DO** as a result of the program? (Use action verbs.)

What will participants **KNOW** as a result of the program? (Generally stated as facts or concepts.)

What will participants **UNDERSTAND** as the key messages of the program? (Generally stated as attitudes, empathies or overarching ideas.)



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Evaluation and Implementation Plan

Restrictions: (Does the program require a specific date, location, sponsorship, to succeed?)

Evaluation Measures: (What evidence will show that the program was a success?)

Resources Required: (What investment is required in staffing, supplies, instructors, etc.)?